



DEPARTMENT OF THE INTERIOR

INFORMATION SERVICE

UNITED STATES FISH AND WILDLIFE SERVICE

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NEW FISHERY FILM HAS SPECIAL INTEREST FOR YOUNG HOME-MAKERS

Fish Cookery with Savoir, a 14-minute, sound-color film, of particular interest to young housewives, is now available for public distribution, the Department of the Interior reports. It is cleared for public service television showing.

The film was produced by the Bureau of Commercial Fisheries, United States Fish and Wildlife Service, as part of the Bureau's responsibility for more general appreciation of the role fishery products can play in day-to-day meal preparation. It was produced with funds made available under the Saltonstall-Kennedy Act, which provides, among other things, for consumer education as part of the general program to promote the free flow of domestically produced fishing products in commerce.

Unique in presentation, with Monsieur Henri Savoir, an imaginary and imaginative master of fish cookery, rendering invisible but pertinent aid to the perplexed housewife, the picture emphasizes the value of fishery products for wholesome, tasty and easy-to-prepare meals.

This film, like other fishery films produced by the Bureau, is available free of charge to large or small groups. It is appropriate for business, for educational purposes, and other meetings attended by housewives.

At the present time, the Bureau of Commercial Fisheries is distributing prints of 15 different educational and market development films, most of which are suitable for general audiences. Pictures completed within the last two years, all sound-color, 16 mm films, include Outboard Fisherman USA, Fresh Out of The water, Shrimp Tips from New Orleans and Sardines from Maine - Down-East Style. All of these films, with the exception of Fresh Out of the Water, were financed by segments of the fishing industry.

Three other pictures are currently in production. One of these will portray traditional outdoor fish cookery methods and is a Saltonstall-Kennedy Act project, the other two, which will be supplemented by an informative full-color booklet, relate to the salmon industry in Alaska and the Pacific Northwest and are being financed by the salmon industry.

Bureau of Commercial Fisheries' films are distributed on a free-of-charge loan basis through nearly 150 film libraries. Also, most of the films are cleared for television. Any one seeking the loan of any of the films, or wanting further information about them, should write to the United States Fish and Wildlife service, Department of the Interior, Washington 25, D. C.

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